

annual report

July 1, 2006 - June 30, 2007





G. ARNOLD MULDER, M.D., PRESIDENT

Our annual reports try to give you an update on our programs and our plans each fiscal year. I am very pleased with both. When you peruse this report, you will see who has supported The Arboretum throughout the year and how we have tried to be good stewards of their largess.

I want the members of The Arboretum to know that the officers of the board of trustees of The Los Angeles Arboretum Foundation are particularly proud of the wonderful people who have recently agreed to volunteer as board members. They are an outstanding group of dedicated, imaginative and expert people. You can be confident that they will bring The Arboretum to continued success on the pursuit of our mission and vision.

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Mark K. Wourms, Ph.D., CEO

The Arboretum's mission is to cultivate our natural, horticultural and historic resources for learning, enjoyment and inspiration.

photograph by Adam Latham



MARK K. WOURMS, PH.D., CEO

Whenever a year is reviewed, the history and future of a facility must be considered. Only in this context can one judge growth and relevance of programs, gardens and relationship to the community.

The fiscal year 2006-2007 represented my third full year as the Chief Executive Officer of The Arboretum. In reflection, there are many reasons to be proud of The Arboretum staff, garden improvements, volunteers, supporters, members and general visitors.

In this year, The Arboretum brand has been strengthened. The brand is what people think, feel, and convey about The Arboretum. We have grown in visibility throughout the region with stories and advertisements from the LA Times to Garden Design Magazine. Events such as The LA Garden Show, Terra-Byte, The Korean Garden Festival, and Halloween have attracted community interest and support.

The Arboretum brand also includes a propensity for excellence. We can never take for granted the importance of excellence in programming, in garden design and in customer service. From a greatly expanded Arboretum Nature Camp program, to the largest and most interesting collection of Madagascar Spiny Forest plants in the United States, excellence is evident and expanding at The Arboretum.

Finally, The Arboretum brand is beginning to be known for "an openness to new ideas." This openness is a component of our vision. It is critical in keeping The Arboretum relevant to the community of 12 million that we serve. The Wedding Gazebo, the renovation of the "Garden for All Seasons" and the continued development of the Korean Garden are a few examples of our openness to new ideas. In context, 2006-2007 was one of our best because of major accomplishments in garden projects, our strong fiscal state and the positioning of The Arboretum for continued growth in future years.

Your visitation, positive word of mouth and continued support are critical to The Arboretum's future and in growing The Arboretum brand.

Make The Arboretum your garden!



Evening visitors enjoying the Terra-Byte event

Improvements in the Garden:

1. Madagascar Spiny Forest Exhibit – Evolution has led to many unique life forms. The bizarre plants of the spiny forests of Madagascar are presented in one of the largest outdoor landscapes of its kind. Drought-tolerant, full-sun and amazing personalities make these rarities worth highlighting in any environmentally-friendly Southwestern garden.
2. The Wedding Garden – A world-famous wedding on the TV show General Hospital took place in the lovely gazebo which acts as the centerpiece for the Heather Lenkin-designed wedding garden. Spring/summer plants are featured on one side, while fall/winter plants are presented on the other, forming perfect wedding backdrops any time of the year. This garden was installed as a lasting display by Monrovia Growers as part of the LA Garden Show 2007.
3. The Native California Wildlife Garden – Using native plants in the landscape reduces the use of water, fertilizers, and pesticides, while attracting birds, butterflies, and bees. The Wildlife Garden, made possible through a gift from the Garret Family, expands our Roots & Shoots Garden, providing youngsters with an outdoor observation area for the study of nature.
4. The Grace Kallam Perennial Garden – This garden, endowed by a lasting gift, just gets more beautiful each year. Under the care of Kallam Garden Curator, Marcela Liñero, and with this year's addition of a 19th-century Italian Neoclassic Vicenza Stone Finial donated by Lynnette Proler Garden Antiques, the Kallam Perennial Garden is an inspiration to all.
5. The Daylily Demonstration Garden – This rainbow of daylilies has been installed by the Southern California Hemerocallis and Amaryllis Society (SCHAS). Mixed within our magnolia collection, the daylily trail allows our guests to stroll through 700+ daylily varieties which bloom from April through October. The color and form variations are endless. Some of these are also somewhat drought-tolerant once established.

Program Improvements:

1. Hands-on Classes – “Learning From The Best” has been a theme in education programs at The Arboretum for many years. The popularity of the Hypertufa class filled six sessions by the ever-engaging Steve Gerischer. The sold-out grafting class demonstrates the interest in hands-on learning. The Arboretum is dedicated to providing the best in hands-on education.
2. Arboretum Volunteer Orientation Sessions – Increasing the frequency of orientation sessions for people interested in volunteer opportunities at The Arboretum was tested this year. The goal was to get more volunteers engaged in fun and rewarding work throughout The Arboretum. We also believe this would create a flow of regular volunteers who may choose to join our dedicated Los Voluntarios group. Volunteers make a difference at The Arboretum.
3. Korean Garden Festival – This annual event took a leap this year with sponsorship by The Korean Times and Radio Seoul. The live radio broadcasts during this wonderful cultural celebration were carried not only in Los Angeles, but also in the Chicago and Philadelphia markets as well. The Korean Garden Festival is fun for everyone and is helping us develop the momentum necessary to build the first Korean Garden in a public garden in the United States.
4. The Inter-City Cactus Show and Sale This show drew thousands of people from throughout Southern California. The show provided workshops and seminars from some of the most knowledgeable cactus and succulent experts in the nation. This show is becoming ever more popular as water conservation becomes more important throughout the Southwest.
5. The Arboretum Nature Summer Camp – This year's summer camp program was a hit! Over 90 students experienced the wonder and excitement of the natural world, more than 5 times the attendance from last year. With special guests such as Steven Kutcher “The Bug Man” and Julia Bogany, a Tongva Elder, as well as wonderful instructors, students were able to be in and a part of nature and explore, and then apply their new knowledge to their cooking, gardening, and art classes.

top

five



Facility Improvements:

1. New Tram – A new tram was purchased through Los Angeles County Department of Parks & Recreation for The Arboretum. This clean, quiet vehicle can move 40 people per tour and is easily accessible to two wheelchairs at once. Regular tram tours now occur in our ever-changing 127 acres of gardens and unique plant collections.
2. Shade Structures – Most visitors do not realize that plants are grown or purchased for The Arboretum grounds on a regular basis. These new plants are established first in behind-the-scenes growing areas. With the support of Los Angeles County Department of Parks & Recreation deferred maintenance funds, The Arboretum had two major shade structures (each approximately 40' x 100') completely renovated. These areas will help us add to every plant collection in The Arboretum for years to come.
3. The Baldwin Lake Study – With the support of HSBC Bank, The Arboretum was able to complete a study of the geology and ground water movement of Baldwin Lake. This study has helped fulfill a Master's Degree requirement for a working geologist while providing us with the background information for a robust lake renovation and management plan. A good study with good science will help us improve the aquatic ecology and banks of Baldwin Lake over the next few years.
4. Water-free Urinals – Practicing what we preach is critical, so The Arboretum took a big step in water conservation. We installed 15 water-free urinals in the restrooms throughout The Arboretum. Each urinal uses innovative design to remove urine without flushing the bowl with water, each saving up to 40,000 gallons of water per year!
5. Reverse Osmosis & Mist System at Begonia Greenhouse – Reverse osmosis is a process which removes minerals from water. This is important to some specialty plants such as Nepenthes species, a group of carnivorous plants from Southeast Asia. These insect digesters require pure water and high humidity, so this water will be delivered with a high-pressure, superfine misting system in the Begonia Greenhouse. With the help of Los Angeles County plumbers and electricians, as well as Mee Fog Systems, a new reverse osmosis and misting system has been installed. In the near future, this will be known as the Carnivorous Plants Greenhouse.

Overall Accomplishments:

1. LA Garden Show 2007 – This annual show experienced explosive growth in 2007 with over 10,000 visitors, 60 vendors, and 11 designer gardens. Monrovia Growers, our presenting sponsor, provided beautiful plants and helped build visibility. Sanford Wines and Vineyards supported the designer preview party, providing wine-tasting throughout the weekend. Garden Design Magazine brought national visibility to the LA Garden Show as a media sponsor. Estate Gardens by ValleyCrest was a garden sponsor and creators of one of the fabulous garden designs. Chats, workshops, unique plants and garden items created magic for this weekend.
2. Plant Conservation Fund – For the first time in its 60-year history, The Arboretum has a dedicated fund to support plant and habitat conservation activities in California and around the globe. From research in the Spiny Forests of Madagascar, to growing and reintroducing food plants for rare California butterflies, your support of the Plant Conservation Fund makes a difference.
3. Hiring of New Staff – Important positions at The Arboretum were filled with wonderful new staff, including: our Plant Nursery Worker, Senior Tour Guide, Herb Garden Curator, and numerous internships. Each additional staff member brings specific skills and knowledge that will improve maintenance, programming, and the overall visitor experience. One of our goals is to increase our staff, strategically, over the next several years.
4. California Philharmonic – Festival on the Green celebrated it's 10th season at The Arboretum. Maestro Victor Vener enthralled over 35,000 during the 7 concerts this season with his own style and combinations of music from classical to modern. The Los Angeles Arboretum Foundation is proud and pleased with this partnership of fine music in our beautiful gardens.
5. The Arboretum Library – moved one step closer to becoming a circulating library during FY 2006-07. With the support of the Good Family Foundation, the Library started converting the card catalog to electronic bibliographic records. This anticipates an online catalog accessible through the internet coming in FY 2007-2008 and circulation privileges for Arboretum Foundation members.

financials

STATEMENT OF FINANCIAL POSITIONS June 30, 2007*	
Assets	
Cash	201,467
Investments, at fair market value	2,547,582
Other assets	887,274
Total Assets	3,636,323
Liabilities and Net Assets	
Liabilities	152,245
Unrestricted	2,841,870
Temporary restricted	784,280
Permanently restricted	211,721
Change in net assets	(353,773)
Total Liabilities and Net Assets	3,636,343
Change in unrestricted net assets	1,020
Change in temporary restricted net assets	14,766
Change in net assets	(321,066)
Net assets beginning of year	3,147,246
Net assets end of year	3,484,098

* figures are unaudited, audit will be available December 2007

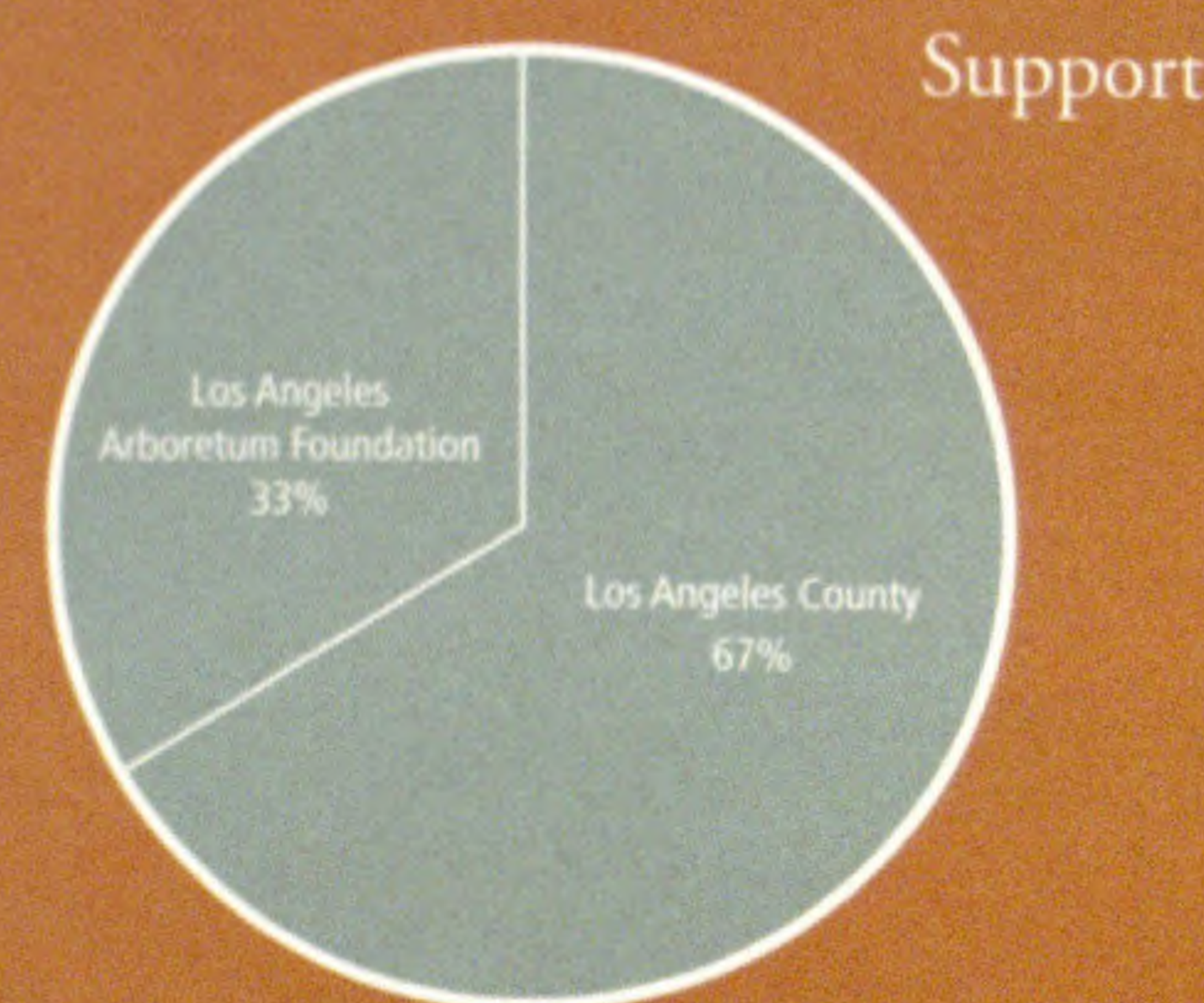
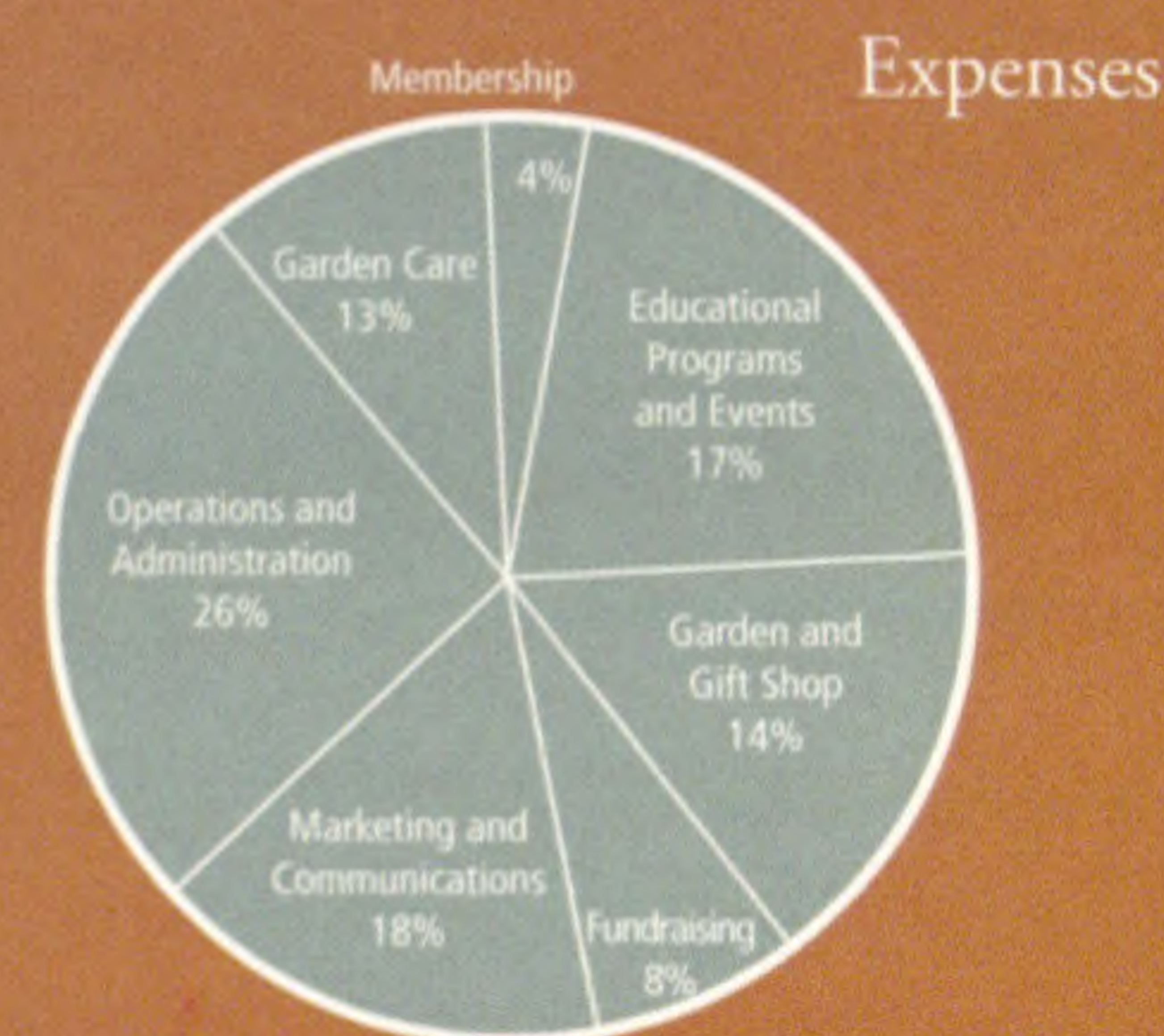
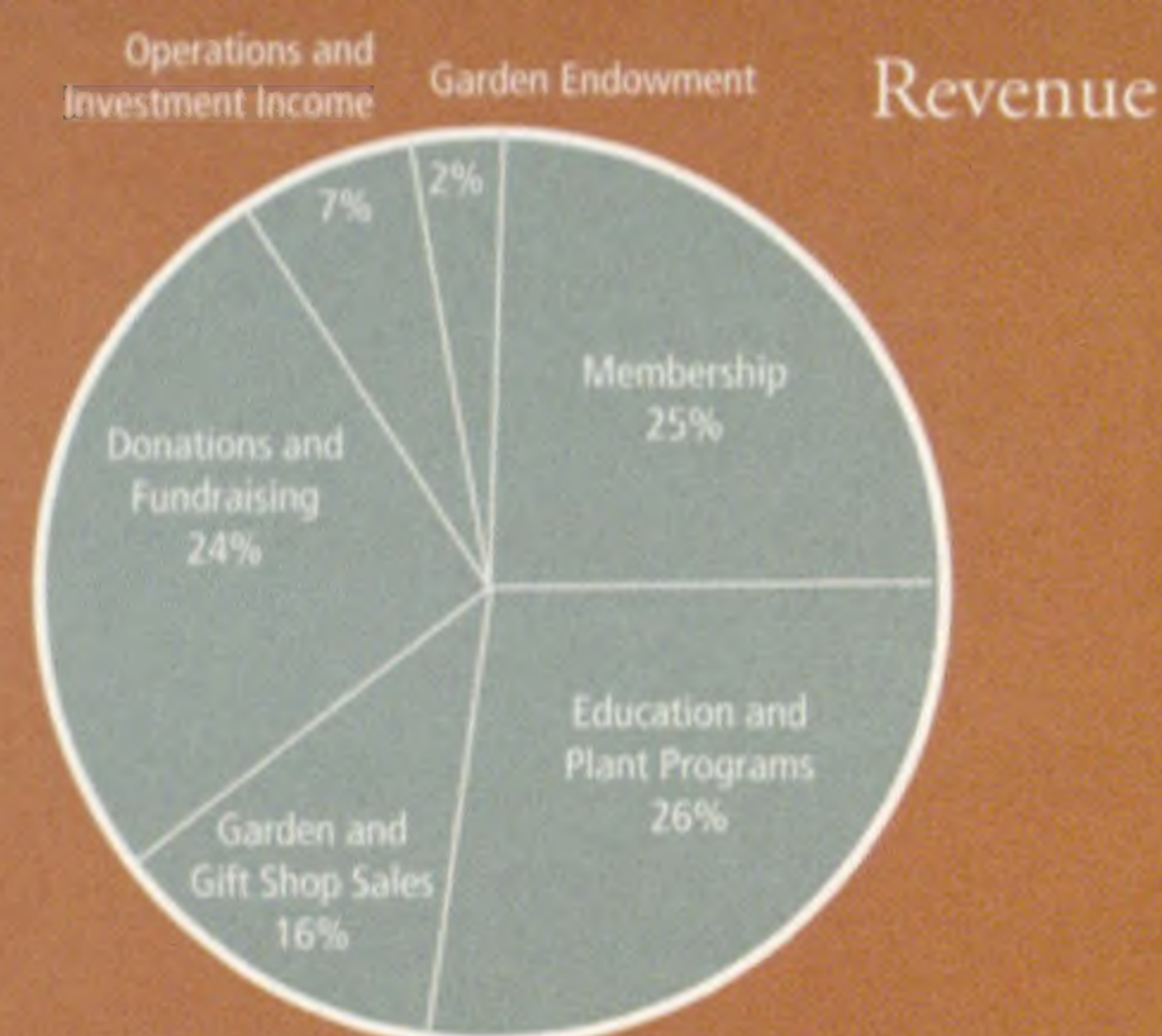
Fiscal Highlights for 2006 – 2007:

- The Discovery Cart Program was established through a grant from Southern California Edison.
- The Korean Garden Project is underway with donations of \$30,000
- A new passenger tram valued at \$164,000 was purchased through Los Angeles County.
- Arboretum membership grew to over 7,000 households.
- The Roots & Shoots garden was upgraded due to a substantial anonymous gift.
- The 2007 LA Garden Show was the highest attended as well as brought in the largest event net revenue.
- A major increase was seen in corporate sponsorships and partnerships with over \$75,000 dollars in sponsorship for the LA Garden Show alone.


STATEMENT OF ACTIVITIES For year ending June 30, 2007	
Revenue	
Membership	349,190
Educational programs and events	378,469
Garden and Gift Shop sales	222,271
Fundraising and donations	338,444
Operations and investment income	101,051
Garden endowment	30,000
Total Revenue	1,419,425
Expense	
Membership	66,413
Educational programs and events	215,257
Garden and Gift Shop	177,639
Fundraising	116,693
Marketing and Communications	248,656
Operations and Administration	361,731
Garden care	175,845
Total Expense	1,362,234

TOTAL OPERATING SUPPORT OF THE ARBORETUM	
Los Angeles County*	2,899,549
Los Angeles Arboretum Foundation	1,419,425
Total Operating Support	4,318,974

*based on 2005-2006 financial year







Upcoming events at The Arboretum in FY 2007-2008

Sunday Family Picnics every 3rd Sunday of the month

Bookworms storytime every 3rd Sunday, some Wednesdays and Mondays of the month.

Family Bird Walk every 1st Saturday of the month

December (2007)

The Queen Anne Cottage Open House

Old Fashioned Wreath Workshop

January

Bonsai Show and Sale

February

Mushroom Fair

March

Gem & Mineral Show

Environmental Education Fair

Ikebana Show and Sale

The Great Easter Egg Hunt

The Great Tomato Sale & Talk

Orchid Show & Sale

April

Spring Iris Show and Sale

Flower Arranging Show

Annual Korean Garden Festival

Rose Show and Sale

May

LA Garden Show

Mother's Day Geranium Show

The Queen Anne Cottage Open House

Annual Epiphyllum Show and Sale

Bonsai Show & Sale

June

Daylily Show and Plant Sale

Fern and Exotic Plant Show and Sale

APGA National Conference – The Big Picture

July - September

California Philharmonic's Festival on the Green begins

What can you expect at The Arboretum in FY 2007-2008

The redesign of the Garden for All Seasons

A trailing path running through the daylily display area showing off over 700 different varieties

A 3-day, even more successful LA Garden Show, May 2, 3, 4 with Designers Preview on the evening of May 1

A new Carnivorous Plants Exhibit

A new Epiphyllum Exhibit

Arbor installation at Ayres Hall

APGA (American Public gardens and Arboretum Association) Conference

The roll-out of The Arboretum's 15-year Conceptual Plan

The completion of the Australian Children's Discovery Node amphitheatre and serpent trail

Installation of Patrick Dougherty's exhibition: Nature & Art in a Sustainable Way of Life

Redesign of The Arboretum website

A close-up photograph of pink cherry blossoms with green leaves in the background. The word "cherries" is overlaid in a large, stylized font.

cherries

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\$5,000 +

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 Garden Design Magazine – Designing Partner
 Estate Gardens by ValleyCrest – Designing Partner

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Australian Children's Discovery Node
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In honor of Esther S.M. Chui-Chao
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In memory of Charles R. "Dick" Anderson
Including Memorial Tree
Marcia & Ron Radelet

In memory of Mable Brooks
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